



# THE AUTOMOBILE



## ENORMOUS DEMAND FOR THE MAXWELL CARS.

"We are doing the best we can—demand is greater than we could anticipate."

This is the message that S. C. Slaughter, local dealer for the Maxwell Motor Company, Inc., received from Mr. Flanders, the president of the company, last week, in answer to a demand that shipment of cars be rushed.

"We thought we knew the public, thought that we could tell just exactly what the demand would be—and we planned to meet that figure. But the result has been far greater than we ever dared hope for. We have a new idea of the popularity of the Maxwell car."

"The Maxwell was a remarkable value at the old price. Now, with the price reduced to \$395, it is not surprising that we cannot keep up with the demand. Dealers everywhere are clamoring for shipments, and we are rushing our plants as fast as we possibly can. Four hundred cars per day are being built, and shipments are being sent out in greater quantities than we imagined would be possible for our organization."

"The public will have to bear with us on deliveries. Take care of them as best you can, and say that we are doing everything in our power to get the cars to them, without sacrificing the quality. This great demand for cars now in the result of the unusual value we have offered in the past, and we are not going to compromise it in any way, even though we should have to hold up deliveries for several weeks."

"But you can promise that we shall endeavor to get caught up in a month or so, and they will all be supplied."

This letter from Mr. Flanders backs

up the reports from all parts of the country that the Maxwell is today enjoying a popularity that has never even been approached in the company's experience.

Mr. Slaughter says that he has sufficient cars on hand or in transit to fill orders for a short time, but if the present demand continues he will be fortunate to get enough cars from the factory.

## "DEATH VALLEY DODGE" OF STOCK CONSTRUCTION.

Since the country has become familiar with the many thrilling facts of "Death Valley Dodge," the famous Dodge Brothers car that traversed Grand Canyon and made many other exciting trips, there have been many inquiries as to whether this car had been specially built for rough work.

In order to present an authoritative statement, Dodge Brothers asked O. K. Parker, the Los Angeles engineer who drove the car on its many hazardous journeys, to make a declaration on this point.

In response Mr. Parker said:

"Death Valley Dodge" is car No. 474, manufactured by Dodge Brothers. It is, and always has been, absolutely stock throughout. Not a single change was ever made in the car, the only addition to it being that of a spotlight for night driving in the mountains, and the addition of a rope bumper swung between the front springs to enable the car to smash its way through the cactus, mesquite brush and greasewood through which the car is forced, as shown in the motion pictures.

"I will gladly make affidavit to the above facts and to the further statement that not a single break ever occurred in 'Death Valley Dodge' on any of its trips. The drive through eight miles of sand dunes and terrific

heat on the floor of Death Valley was probably the most strenuous trip ever recorded in the annals of western motoring. From that scorching trip below sea level, 'Death Valley Dodge' was sent to the highest point ever reached by automobile on the Pacific coast where it successfully negotiated the great glacial moraine region of the High Sierras over two miles above sea level. After twenty-five thousand miles of driving into and through almost every desert in Western America, 'Death Valley Dodge' was driven last month to the bottom of Grand Canyon in Arizona. The motion picture camera recorded the car being driven to the edge of the rapids of the Colorado river, where walls of the canyon towered over a mile in precipitous height above the car. It was then driven to the highest point on the south rim of the Grand Canyon, six thousand feet above the floor of the gorge, a point never reached before by automobile. The combination of strenuous records held by 'Death Valley Dodge' represents the roughest mileage of driving ever undertaken in America.

"I believe that these statements will answer your inquiry in such a manner as to satisfy the most curious."

"There is one point, however, I see I have omitted to mention, and that was the question, how many tires were used on the various trips which the car has made? 'Death Valley Dodge' has now been driven over 24,000 miles and in that period of time has had three sets of tires. We have been fortunate in having but few punctures on our trips, and have had but one blow-out, that being due to running a sharp mesquite stub into one of the rear tires in making one of our dashes through the desert brush."

## BIG DEMAND FOR MOTOR CARS SHOW NO LET UP.

That the present unprecedented demand for automobiles will continue throughout the year instead of showing the customary slack during the summer and late fall months was the message brought by Studebaker branch managers who attended the semi-annual branch managers' convention of the Studebaker corporation just ended in Detroit. The predictions made by the branch managers were based on a study of conditions in their territories. Heads of branches in all parts of the country were present at the sessions during the week, as were also the assistant branch managers, district managers and retail sales managers.

Orders now on hand, the nation's prosperity, and the fast swelling ranks of people who recognize the motor car as a utility and, in many cases, a necessity rather than an expensive luxury—these were given as the chief reasons for the prospect of a continuing demand of even larger proportion than ever before known.

This Studebaker convention was an interesting departure from the usual conclaves of its type. It was not a gathering to discuss ways and means of disposing of cars. President A. R. Erskine in his address of welcome to the visiting delegation said: "Never before in the history of our business has a branch managers' convention been held under happier or more promising circumstances."

According to J. G. Heaslet, vice-president in charge of engineering and production, factory additions and enlargements of facilities will soon make possible a normal output of 8,000 Studebaker cars a month, and a forced output of 10,000. July 1, despite the material situation, it was announced, will show shipments for the preceding 12 months of more than 65,000 cars, which is approximately double the best previous year.

L. J. Oliver, vice-president and director of sales, who presided over the various sessions at the convention, announced that the Studebaker dealer organization has grown in two years from 2,900 to 6,500.

The opening day was occupied with group conferences with the sales officials, followed by tours through several of the plants, where an opportunity was afforded to see the additions that have been made since the last convention in December.

## JITNEY'S CRIPPLE STREET CARS IN PORTO RICO.

San Juan, Porto Rico, Aug. 26.—The jitney automobile is carrying more than 3,000 passengers a day here and causing a serious loss to the electric street railway system, according to a statement made by O. M. Sewell, general manager of the

Porto Rico Railway Light & Power company. He asserts that the company's losses since January 1, has amounted to \$34,000.

Reports prepared by the company show that since the jitney first made its appearance here last November there have been from 55 to 183 in daily operation. None of the jitney owners operating cars before January 1, now have their cars in service, it is asserted, and all have lost money, is the contention of the street railway company. Gasoline was nine cents per gallon when the jitney first appeared, now it is 36 cents per gallon.

## Why Willard Service is Popular.

"For a long time, the word 'Service,' brought to the mind of the car owner the idea of repairs," said Mr. Ritter, in charge of the local service station of the Willard Storage Battery company.

"We have overcome this feeling among car owners in our vicinity by making them know how willing we are to help them out of a tight place, whether repairs are necessary or not. We have found that it is much better to keep car owners happy by giving them advice or suggestions about their electrical systems, entirely free of charge, rather than to make a charge on the slightest provocation."

"Every Willard service station is in business for the ultimate satisfaction of the car owner. Equipment tools and knowledge of batteries are absolutely necessary if expert service is to be given. There are probably two big reasons for the popularity of Willard service among owners of motor cars."

"One of these is the fact that the car owner can take his battery to a Willard station and be absolutely sure that the work to be done or the advice to be had will be expert in every respect."

"Another reason is the free monthly inspection which tells the car owner just what condition his battery is in and helps him to avoid any trouble which might come from a lack of knowledge of this condition."

"It is of distinct advantage to the service station proprietor to keep the car owner well satisfied, even if he has to go out of his way to do it and receive nothing more than the car owner's good will. This good will is largely responsible for the success of the Willard policy and is well illustrated by the fact that the Willard company has produced more than a million automobile storage batteries and is taking care of these batteries

## Hudson Wins Pikes Peak Record

### TELEGRAM

Colorado Springs, Colo., Aug. 12, 1916.

Hudson Super Six Special, Driver Ralph Mulford, won Class C Hill Climb yesterday over world's highest highway, going twelve and seven-tenths miles to summit Pikes Peak. In that distance car lifted itself almost one mile above starting point in eighteen minutes and twenty-seven-tenths seconds. Hudson's time was two and half minutes faster than was ever made by any other car. The altitude at finish is fourteen thousand one hundred and nine feet. Hudson ran through rain cloud making dangerous hairpin turns with precipice of thousand feet on edge of road, at terrific speed. Snow was falling on peak at finish. Other cars steamed furiously. Some of world's most famous racing cars unable to reach summit. Hudson developed not slightest trouble of any sort. Radiator was full of water at finish.

The Hudson holds the record in the most spectacular hill climb up the steepest grade, over the longest hill to highest travelable altitude of any in the world.

## PATTERSON MOTOR COMPANY

200 WEST MAIN

with more than 800 service stations at convenient points throughout the country."

There is practically one bicycle to every seven persons in Holland, but only about 7,000 automobiles in a population of 6,000,000.

An attachment has been invented

that can be strapped to one side of a suit case to hold articles crowded out of the case itself.

**Liver Trouble.**  
Constipation is the starting point for many serious diseases. To be healthy, keep the bowels active and regular. HERBINE will remove all accumulations in the bowels and put the system in prime condition. Price 50c. Sold by Ringer Drug Co.



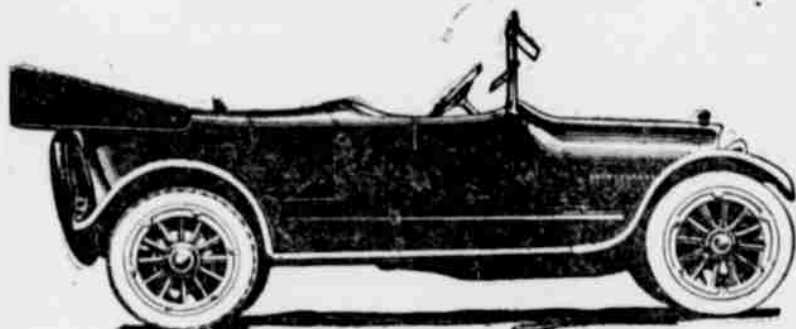
Let Us Give You a Demonstration  
**Ardmore Cadillac Co.**

JIM MOORHEAD, Manager

8-10 B St. N. W. Ardmore, Okla.

Phone 1300

There Was Never a  
Better Car Made



For The Reduced Price

**\$1150**

Than the Reo Six Touring Car

Or The

Six-Cylinder Roadster

Look Them Over Here

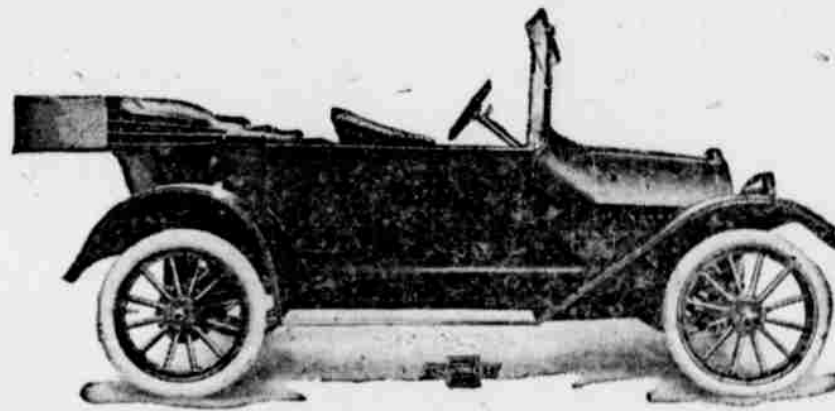
**Reo Sales Company**

JAMES H. MULKEY, Mgr.

204 West Main St.

Phone 1180

## A THOROUGHbred



Quality is the hallmark of Chevrolet motor cars.

Neither completeness nor refinement is sacrificed to make the selling prices--low as they are.

There is no need of changes and additional parts--supplementary springs, special wheels, hoods, radiators, etc.--to give a Chevrolet the appearance, comfort, and performance abilities of a real automobile.

These qualities are bred in the Chevrolet--conceived in its designed; carried out in its performance in the service of over one hundred thousand satisfied owners.

Chevrolet owners experience a real pride of ownership.

Model "Four-Ninety" \$600. f. o. b. Ardmore

**C. A. "Zan" WILLIAMS**

Gas and Oil

Free Air

Phone 418